

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Esperienze Italiane LLC		01/24/2013	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	LGMB HOLDING LLC		
Street Address:	243 East 58th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3197963	ESPERIENZE ITALIANE	
CORRESPONDENCE DATA			
Fax Number:	2126553535		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-655-3500		
Email:	ip@msf-law.com		
Correspondent Name:	Sidney D. Bluming, Meister Seelig & Fein		
Address Line 1:	140 East 45th Street, 19th Floor		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	4459-002		
NAME OF SUBMITTER:	Sidney D. Bluming		
Signature:	/Sidney D. Bluming/		

Date:

01/26/2013

Total Attachments: 2

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ASSIGNMENT

FOR ONE DOLLAR and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Esperienze Italiane, LLC having an address at 243 East 58th Street, New York, NY 10022 (hereinafter "Assignor") hereby assigns to LGMB Holding LLC, having an address at 243 East 58th Street, New York, NY 10022 (hereinafter "Assignee"), Assignor's entire right, title and interest in and to the following trademark:

ESPERIENZE ITALIANE

(hereinafter the "Trademark"), and Assignor's entire right, title and interest in and to all trade dress associated with each of said Trademark (the "Trade Dress"), together with the goodwill of the business associated with and symbolized by the Trademark and Trade Dress, including without limitation, all proceeds of said Trademark and Trade Dress, the right to sue for past, present and future infringements and all claims and causes of action therefor, as well as any and all trademark applications and registrations for the Trademark and Trade Dress, including without limitation, the following U.S. trademark registration:

U.S. REGISTRATION NO.	TRADEMARK
3,197,963	ESPERIENZE ITALIANE

to be held and enjoyed by said Assignee for its own use and benefit and for the use and benefit of its successors and assigns as fully and as entirely as the same would have been held and enjoyed by Assignor had the assignment not been made.

ASSIGNOR COVENANTS and AGREES that it will, at any time upon request, without further compensation, execute and deliver any and all papers or instruments that in the reasonable opinion of the Assignee may be necessary or desirable to secure to said Assignee the full enjoyment of the right, title and interest hereby conveyed or intended to be conveyed.

ASSIGNOR COVENANTS and AGREES that it has the power and authority to grant this Assignment.


ASSIGNOR FURTHER COVENANTS and AGREES that it owns all right, title and interest in and to the Trademark and Trade Dress and that the Trademark and Trade Dress are not subject to any license, lien or other encumbrance.

Signed, Sealed and delivered on this 24<sup>th</sup> day of January, 2013

  
Esperienze Italiane, LLC

State of New York)  
County of ~~New York~~ ) ss.:  
QUEENS

On the 24 day of JANUARY, 2013 before me came TANYA BASTIANICH  
MANUAL, \_\_\_\_\_ of the Assignor above named, and duly  
acknowledged to me that she executed the foregoing Assignment.

  
Notary Public

WANDA S. RADETTI  
Notary Public, State of New York  
No. 1-8478660  
Qualified in Queens County  
Certificate filed in New York County  
Commission Expires July 31, 2014